ORDER

kxly News **Orders** Order / Rev: 171137 08427892 Alt Order #: WA ST REPUB PARTY Product Desc: **KXLY** 2500 Estimate: Flight Dates: 10/26/16 - 11/01/16 Primary AE: MATT WURM 10/25/16 / 10/25/16 H-DC Original Date / Rev: Sales Office: Order Type: **GENERAL** Sales Region: NATL Nebo Media, Inc. Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast PO Box 9825 Billing Cycle: EOM/EOC Arlington, VA 22219 Agency Commission: 15% **WA State Republican Party** Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PL Issue Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: AGY, POL, ISS Revenue Codes: Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	23	\$5,415.00	\$4,602.75
10/31/16	11/01/16	16	\$4,095.00	\$3,480.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	23	\$5,415.00	\$4,602.75	0.00
November 2016	16	\$4,095.00	\$3,480.75	0.00
Totals	39	\$9 510 00	\$8 083 50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share	Share	Total
KXLY	19%	\$9,510.00
Market	100%	\$50,052.63

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	11%	\$5,505.79
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	35%	\$17,518.42
KREM	35%	\$17,518.42
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	: 1	KXLY	10/28/16	10/28/16	11p M-F Late New	s CM	11-1135p	1	:30	1	\$275.00P-1	0.00 NM	1	\$275.00
					Late News									
		Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 10/2	24/16	10/30/16	1	1	\$275.00	0.00						

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Order / Rev: 171137 Advertiser: WA State Republican Party

Alt Order #: 08427892 Product Desc: WA ST REPUB PARTY KXLY

Flight Dates: 10/26/16 - 11/01/16 Estimate: 2500

Ln Ch Start End	Inventory Code	e Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KXLY 10/28/16 10/28	3/16 11p M-F Late Ne Late News	ews CM	11-1135p	1	:30	1	\$275.00P-1	0.00 NM	1	\$275.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						
E 2 KXLY 10/28/16 10/2	3/16 3-4p M-F Rachael Ray	CM	3-4p	1	:30	1	\$50.00P-1	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/	ate Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 3 KXLY 10/28/16 10/28	3/16 5-530a GMNW GMNW	СМ	5-530a	1	:30	1	\$120.00P-1	0.00 NM	1	\$120.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$120.00	Rating 0.00						
E 4 KXLY 10/28/16 10/28	3/16 6-630p M-F M-F News @6	CM	6-630p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$385.00	Rating 0.00						
E 5 KXLY 10/28/16 10/28	3/16 630-7a GMNW	СМ	630-7a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 6 KXLY 10/28/16 10/28	3/16 7-730p M-F ET Tonight	CM	7-730p	1	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$155.00	Rating 0.00						
E 7 KXLY 10/28/16 10/28	3/16 7-9a GMA GMA	СМ	7-9a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 8 KXLY 10/28/16 10/28	3/16 9-10a M-F Live With Kelly	СМ	9-10a	1	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End D</u> Week: 10/24/16 10/30/		Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 9 KXLY 10/31/16 10/3	/16 Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237	x 1	:30	1	\$90.00P-1	0.00 NM	1	\$90.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$90.00	Rating 0.00						
E 10 KXLY 10/31/16 10/3	/16 5-530p M-F M-F News @5p	СМ	5-530p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$385.00	Rating 0.00						
E 11 KXLY 10/31/16 10/3	/16 530-6a GMNW GMNW	CM	530-6am	1	:30	1	\$150.00P-1	0.00 NM	1	\$150.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 12 KXLY 10/31/16 10/3	/16 6-630a GMNW	CM	6-630a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 13 KXLY 10/31/16 10/3	/16 6-630p M-F M-F News @6	СМ	6-630p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$385.00	Rating 0.00						
E 14 KXLY 10/31/16 10/3	/16 630-7p M-F M-F News @630	СМ	630-7p	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End D</u> Week: 10/31/16 11/06/		Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 15 KXLY 10/31/16 10/3		CM	7-9a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
Start Date End D		Spots/Week	<u>Rate</u>	Rating						

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Order / Rev: 171137 Advertiser: WA State Republican Party

Alt Order #: 08427892 Product Desc: WA ST REPUB PARTY KXLY

Flight Dates: 10/26/16 - 11/01/16 Estimate: 2500

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 15 KXLY	10/31/1	6 10/31/16	7-9a GMA GMA	СМ	7-9a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	Weekdays 1	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 16 KXLY		6 10/31/16	9-10a M-F Live With Kelly	СМ	9-10a	1	:30	1	\$200.00P-1	0.00 NM	1	\$200.00
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	Weekdays 1	Spots/Week	Rate \$200.00	Rating 0.00						
E 17 KXLY			11p Sun Late Nev Late News Sun	vs CM	11-1135p	1	:30	1	\$100.00P-1	0.00 NM	1	\$100.00
Star Week: 10/2	rt <u>Date</u> 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 18 KXLY	10/30/1	6 10/30/16	Su GMA Su GMA	СМ	7-8a	1	:30	1	\$150.00P-1	0.00 NM	1	\$150.00
<u>Star</u> Week: 10/2	rt <u>Date</u> 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00						
E 19 KXLY	10/27/1	6 10/27/16	11p M-F Late Nev Late News	vs CM	11-1135p	1	:30	1	\$275.00P-1	0.00 NM	1	\$275.00
Star Week: 10/2	rt <u>Date</u> 24/16	End Date 10/30/16	<u>Weekdays</u> 1	Spots/Week 1	Rate \$275.00	Rating 0.00						
E 20 KXLY		6 10/27/16	3-4p M-F Rachael Ray	CM	3-4p	1	:30	1	\$50.00P-1	0.00 NM	1	\$50.00
Star Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays 1	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 21 KXLY		6 10/27/16	5-530p M-F M-F News @5p	СМ	5-530p	1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
Star Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays 1	Spots/Week	<u>Rate</u> \$385.00	Rating 0.00						
E 22 KXLY			6-630a GMNW	СМ	6-630a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
Star Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 23 KXLY	10/27/1	6 10/27/16	630-7a GMNW	CM	630-7a	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
Star Week: 10/2	rt <u>Date</u> 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 24 KXLY	10/27/1	6 10/27/16	630-7p M-F M-F News @630p	CM	630-7p	1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
Star Week: 10/2		End Date 10/30/16	<u>Weekdays</u> 1	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 25 KXLY	10/27/1	6 10/27/16	730-8p M-F Insider	CM	730-8p	1	:30	1	\$155.00P-1	0.00 NM	1	\$155.00
Star Week: 10/2	rt <u>Date</u> 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	Rate \$155.00	Rating 0.00						
E 26 KXLY	11/01/1	6 11/01/16	11p M-F Late Nev Late News	vs CM	11-1135p	-1	:30	1	\$275.00 P-1	0.00 NM	1	\$275.00
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> -1	Spots/Week 1	Rate \$275.00	Rating 0.00						
E 27 KXLY	11/01/1	6 11/01/16	3-4p M-F Rachael Ray	СМ	3-4p	-1	:30	1	\$50.00P-1	0.00 NM	1	\$50.00
Star Week: 10/3	rt Date	End Date 11/06/16	Weekdays -1	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
			5-530a GMNW GMNW	CM	5-530a	-1	:30	1	\$120.00P-1	0.00 NM	1	\$120.00
Star Week: 10/3	rt Date 31/16	End Date 11/06/16	Weekdays -1	Spots/Week	Rate \$120.00	Rating 0.00						
E 29 KXLY			5-530p M-F M-F News @5p	СМ	5-530p	-1	:30	1	\$385.00P-1	0.00 NM	1	\$385.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Flight Dates: 10/26/16 - 11/01/16 Estimate: 2500

Ln Ch Days Rtg Type Spots Start End Inventory Code Break Start/End Time Len Spots Rate Pri Amount \$385.00P-1 E 29 KXLY 11/01/16 11/01/16 5-530p M-F СМ 5-530p -1-:30 0.00 NM \$385.00 M-F News @5p Start Date **End Date** Weekdays Spots/Week Rate Rating -1----Week: 10/31/16 11/06/16 \$385.00 0.00 1 E 30 KXLY 11/01/16 11/01/16 530-6a GMNW CM 530-6am -1----:30 1 \$150.00P-1 0.00 NM 1 \$150.00 **GMNW** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/31/16 11/06/16 -1----\$150.00 0.00 E 31 KXLY 11/01/16 11/01/16 6-630a -1----CM 6-630a :30 \$350.00P-1 0.00 NM 1 \$350.00 **GMNW** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/31/16 11/06/16 -1----\$350.00 0.00 E 32 KXLY 11/01/16 11/01/16 7-730p M-F CM 7-730p -1----:30 \$155.00P-1 0.00 NM 1 \$155.00 ET Tonight Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/31/16 \$155.00 11/06/16 0.00 E 33 KXLY 11/01/16 11/01/16 7-9a GMA CM 7-9a -1----:30 \$350.00P-1 0.00 NM \$350.00 **GMA** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/31/16 11/06/16 -1----\$350.00 0.00 1 E 34 KXLY 10/26/16 10/26/16 Jimmy Kimmel CM 1135p-1237x --1----:30 1 \$90.00P-1 0.00 NM \$90.00 Jimmy Kimmel Start Date End Date **Weekdays** Spots/Week Rating Rate --1----Week: 10/24/16 10/30/16 \$90.00 0.00 E 35 KXLY 10/26/16 10/26/16 5-530p M-F CM 5-530p --1----:30 \$385.00 P-1 0.00 NM \$385.00 M-F News @5p Start Date <u>Weekdays</u> Spots/Week Rating End Date Rate --1----Week: 10/24/16 10/30/16 \$385.00 0.00 E 36 KXLY 10/26/16 10/26/16 530-6a GMNW CM 530-6am --1----:30 \$150.00P-1 0.00 NM 1 \$150.00 **GMNW** Start Date Spots/Week End Date Weekdays Rate Rating --1----Week: 10/24/16 10/30/16 \$150.00 0.00 E 37 KXLY 10/26/16 10/26/16 6-630p M-F CM 6-630p --1----:30 \$385.00P-1 0.00 NM 1 \$385.00 M-F News @6 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/24/16 10/30/16 --1----\$385.00 0.00 E 38 KXLY 10/26/16 10/26/16 7-730p M-F CM 7-730p --1----:30 \$155.00P-1 0.00 NM 1 \$155.00 ET Tonight Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/24/16 10/30/16 --1----\$155.00 0.00 E 39 KXLY 10/26/16 10/26/16 9-10a M-F CM 9-10a --1----:30 \$200.00 P-1 0.00 NM 1 \$200.00 Live With Kelly Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/24/16 10/30/16 --1----\$200.00 0.00

Totals 39 \$9,510.00